

Food Taipei 2006, June 21 – 24, 2006

USA PAVILION BOOTHS RESERVATION FORM

Exhibitor Information:			
Name of Company			
Address			
Telephone Number		Fax Number	
E-mail Address		Website	
Contact Person		Position	
Taiwan Agent (if any)			
Name of Agent			
Telephone Number		Fax Number	
E-mail Address		Website	
Contact Person		Position	
Products Featured			
Product Name	Product Packaging	Product Description	

Booth Fee:

Standard furnished booths: **US\$2,500** per booth on first floor of the TWTC Exhibition Hall I (including all services specified in Fact Sheet.) To encourage early application, we offer a **five-percent discount** to those who book space before December 31, 2005.

Total: _____ Standard furnished booths X US\$2,500 (NT\$84,000) = _____

Early Bird Special: Five percent discount for those who book space before December 31, 2005.

Total: _____ Standard furnished booths X US\$2,375 (NT\$79,800) = _____

Booths Reservation:

Deadline for registration is **February 28, 2006**. Please fax the completed "USA Pavilion Booths Reservation" form early for better booth location to:

Taipei Agricultural Trade Office, Melody Lee, Fax: 011-886-2-27064885, Email: melody.lee@fas.usda.gov.

Booths Payment:

Application will not be processed without full payment, due **on March 31, 2006**. All fees are non-refundable. Payments can be in US dollars or NT dollars.

? Make your check payable to the **"American Institute in Taiwan"** with a completed Booth Reservation Form and send to the following address:

Attn: Melody Lee, Manager, USA Pavilion
American Institute in Taiwan, Agricultural Trade Office
Suite 704, 7th Fl., 136, Renai Road, Sec. 3, Taipei, Taiwan

I have read and accepted the terms and conditions for participation in the show. I will pay the participation fee according to the payment schedules.

Signature: _____ Title: _____ Date: _____

Food Taipei 2006

USA PAVILION TERMS AND CONDITIONS

Upon acceptance of your completed Reservation Form and full booth payment, the following Terms and Conditions will be in effect and are subject to such additions or changes as may be made by the USDA, FAS. Exhibitors will be promptly advised of any changes or additions.

The U.S. Department of Agriculture (USDA) agrees to:

1. Provide the participant with the standard booth package described in the USA Pavilion Fact Sheet.
2. USDA reserves the right to rearrange the floor plan at any time and/or relocate exhibitors should it become necessary or advisable in the judgment of show management.
3. Refrain from providing commercial third parties with exhibitor contact information prior to the show, unless authorized to do so on the Reservation Form.

The Exhibitor agrees to:

1. Promote and display only food and agricultural products consisting of at least 50 percent agricultural and/or food ingredients of U.S. origin, computed on a value or volume basis. Product labels must indicate that the products were either produced or processed in the United States. Show management has the authority to remove any non-US products from an exhibitor's booth. Agree to exhibit food and agricultural products listed in the show organizer's exhibit profile. Please refer to:
http://www.taipeitradeshows.com.tw/food/download/application_kit/exhibitor_profile.pdf
2. Accept the location of the assigned booth within the U.S. Pavilion at the "Food Taipei 2006," with the understanding that assignments will be made according to rules of Booth Selection Priority below.

BOOTH SELECTION PRIORITY

After receiving registration deposits, booth allocations will be made according to the following priority:

First: Total number of booths registered (exhibitors must be registered before deadline to be eligible)
This is the primary priority for selecting/assigning booth locations.

Second: For exhibitors who sign-up for the same numbers of booths, booths selecting/assigning priorities will be based on the date/time that ATO Taipei receives registration forms (according to the dates on appears on the top of the faxed registration form). Full payments must be received before deadline.

Taipei ATO will send out a map to exhibitors to select desired booths, please mark your selections and return it to Taipei ATO within 2 working days. **ATO reserved the right to assign booths to exhibitors who fail to respond within 2 days.**

3. Use the booth decoration and design supplied by the USA Pavilion, unless written permission is received from the show management authorizing alterations to the booth design.
4. Pay the cost of any booth personnel, equipment, or services ordered from show management. Payment for all services must be made at the time the services are requested, unless otherwise stated. Outstanding financial obligations preclude participation in future USDA trade shows.
5. Share the assigned booth with no more than one other exhibitor. Note: USDA will authorize no more than two companies to be listed on the booth fascia board and permit no more than two companies to be represented in the booth. All companies must be properly identified on the Reservation Form.
6. Refrain from subleasing the booth; in the case of State Departments of Agriculture, state or regional trade groups, and USDA market development cooperators, booths may be subleased to their members with the approval of the USDA Trade Shows & Missions Office.
7. Provide a qualified sales representative during the entire show.
8. Display only products for which the participant is authorized to negotiate commercial sales.
9. Strictly observe the regulations prohibiting sales of product samples during the show.
10. Refrain from dismantling the booth before the show closes on June 24, 2006.
11. Arrange for all equipment and booth materials to be removed from the show site on June 24, 2006 within two hours after completion of the show. USDA will not secure exhibitor equipment or booth materials beyond two hours of show completion.
13. Arrange and pay for the transport of product samples, promotional materials, and equipment back to the United States after the show. Exhibitors may release any remaining product samples to show management for donation to local charities.
14. Complete all questions on the exhibitor evaluation survey, including those pertaining to projected sales, which will be distributed by the Show Coordinator near the end of the show. This information is used on a confidential basis to determine the cost-effectiveness of these activities.

15. Release the U.S. Government, its agents, and officers of liability for any losses due to participation in the U.S. Pavilion, "Food Taipei 2006." This refers in particular to late product shipments, in-transit damage, loss of product samples, and unauthorized removal of equipment or supplies at the end of the show.
16. In the event of fire, war, public calamity, force majeure or other reasons beyond show management's control preventing all that is indispensable to the staging of USA Pavilion, Management may decide at any time to cancel all applications for Exhibit Space already filed while notifying the Exhibitors of this decision in writing. Whatever the reasons of such cancellation, the Exhibitors are not entitled to any compensation or indemnity. Funds remaining after payment of all costs will be distributed among Exhibitors proportionately to the amounts paid by them. It is herewith expressly agreed that Exhibitors shall have no rights of preferring claims against Management on any grounds or for any reasons whatsoever.
17. The Foreign Agricultural Service is not responsible for any non-refundable expenses that participants incur as a result of cancellation, or non-participation in "Food Taipei 2006." These include, but are not limited to non-refundable airline tickets, hotel reservations, and rental car fees.
18. Comply with terms and regulations for participation made by the show organizer, Taiwan External Trade Development Council in the following URL:
http://www.taipeitradeshows.com.tw/food/download/application_kit/regulations.pdf

Please note: Show management is empowered to expel from the show any exhibitor who does not fully comply with the above Terms and Conditions.

PLEASE KEEP A COPY FOR YOUR RECORDS